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In the claims:

(Previously presented) A method for directing service in a vehicle, comprising:
receiving, at a service management subsystem, a service request from the vehicle;
receiving, at the service management subsystem, a vehicle location;
determining, at the service management subsystem, vehicle delivery-enabling
information based on the service request and the vehicle location;

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- configuring, at the service management subsystem, the service corresponding to the service request based on the vehicle delivery-enabling information; and sending the configured service from the service management subsystem to the vehicle.
- 2. (Currently amended) The method of claim 1; further comprising[[:]] receiving a signal including a vehicle identifier from a vehicle communication component.
- 3. (Original) The method of claim 2 wherein the vehicle identifier is a unique code including user identifier information and vehicle location.
- 4. (Previously presented) The method of claim 1, further comprising: sending a list of delivery channels to a vehicle communication component, the delivery channels being selected from a live agent and a virtual agent.
- 5. (Previously presented) The method of claim 4, further comprising selecting a channel from the list of delivery channels to deliver the configured service corresponding to the service request.
- 6. (Previously presented) The method of claim 5, further comprising optimizing the configured service for communication based on the selected delivery channel.
 - 7. (Previously presented) The method of claim 1, further comprising configuring a

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vehicle communication component in the vehicle based on the vehicle delivery-enabling information.

- 8. (Previously presented) The method of claim 1, further comprising creating a profile that includes the vehicle delivery-enabling information.
- 9. (Previously presented) The method of claim 1 wherein determining the vehicle delivery-enabling information is based on at least one pre-determined user input.
- 10. (Original) The method of claim 1 wherein sending the service corresponding to the service request comprises sending electronic mail to a vehicle communication component.
- 11. (Previously presented) The method of claim 1, further comprising updating the vehicle delivery-enabling information at the service management subsystem while the subsystem is in contact with a vehicle communication component.
- 12. (Previously presented) A system for directing service in a vehicle, comprising: means, at a service management subsystem, for receiving a service request from the vehicle;

means, at the service management subsystem, for receiving a vehicle location;
means, at the service management subsystem, for determining vehicle deliveryenabling information based on the service request and the vehicle location;

means, at the service management subsystem, for configuring the service corresponding to the service request based on the vehicle delivery-enabling information; and means for sending the configured service from service management subsystem to the vehicle.

13. (Previously presented) The system of claim 12, further comprising means for

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receiving a signal including a vehicle identifier from a vehicle communication component.

- 14. (Previously presented) The system of claim 12, further comprising means for sending a list of delivery channels to a vehicle communication component, the delivery channels being selected from a live agent and a virtual agent.
- 15. (Previously presented) The system of claim 14, further comprising means for selecting a channel from the list of delivery channels to deliver the configured service corresponding to the service request.
- 16. (Previously presented) The system of claim 15, further comprising means for optimizing the configured service for communication based on the selected delivery channel.
- 17. (Previously presented) The system of claim 12, further comprising means for configuring a vehicle communication component in the vehicle based on the vehicle delivery-enabling information.
- 18. (Previously presented) The system of claim 12, further comprising means for creating a profile that includes the vehicle delivery-enabling information.
- 19. (Previously presented) The system of claim 12, further comprising means for updating the vehicle delivery-enabling information at the service management subsystem while the subsystem is in contact with a vehicle communication component.
- 20. (Previously presented) A computer usable medium including a program for directing service in a vehicle, the computer usable medium comprising:
 - computer readable program code that receives a service request from the vehicle; computer readable program code that receives a vehicle location;

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computer readable program code that determines vehicle delivery-enabling information based on the service request and the vehicle location;

computer readable program code that configures the service corresponding to the service request based on the vehicle delivery-enabling information; and

computer readable program code that sends the configured service to the vehicle; wherein: the service request and the vehicle location are received at; the vehicle delivery-enabling information is determined at; the service is configured at; and the configured service is sent from a service management subsystem.

- 21. (Previously presented) The computer usable medium of claim 20, comprising computer readable program code that receives a signal including a vehicle identifier from a vehicle communication component.
- 22. (Original) The computer usable medium of claim 21 wherein the vehicle identifier is a unique code including user identifier information and vehicle location.
- 23. (Previously presented) The computer usable medium of claim 20, further comprising- computer readable program code that sends a list of delivery channels to a vehicle communication component.
- 24. (Previously presented) The computer usable medium of claim 23, further comprising computer readable program code that selects a channel from the list of delivery channels to deliver the configured service corresponding to the service request, the delivery channels being selected from a live agent and a virtual agent.
- 25. (Previously presented) The computer usable medium of claim 24, further comprising computer readable program code that optimizes the configured service for communication based on the selected delivery channel.

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- 26. (Previously presented) The computer usable medium of claim 20, further comprising computer readable program code that configures a vehicle communication component in the vehicle based on the vehicle delivery-enabling information.
- 27. (Previously presented) The computer usable medium of claim 20, further comprising-computer readable program code that creates a profile that includes the vehicle delivery-enabling information.
- 28. (Previously presented) The computer usable medium of claim 20 wherein determining the vehicle delivery-enabling information is based on at least one pre-determined user input.
- 29. (Original) The computer usable medium of claim 20 wherein sending the service corresponding to the service request comprises sending electronic mail to a vehicle communication component.
- 30. (Previously presented) The computer usable medium of claim 20, further comprising computer readable program code that updates the vehicle delivery-enabling information at the service management subsystem while the subsystem is in contact with a vehicle communication component.